ORDER

Orders

Order / Rev:

1277766

Alt Order #: Product Desc: 08328179

Estimate:

C04C10

Flight Dates: Original Date / Rev

10/04/16 - 10/10/16 07/20/16 / 09/21/16

REED FOR CONGRESS

Smart Media Group Inc/ POL

Order Type:

Political

Primary AE:

WGRZ Jim Quinn

Sales Office:

T-PHI

Sales Region:

NAT

Agency

Name:

Buying Contact:

Billing Contact:

1427 Leslie Avenue

Alexandria, VA 22301

Billing Calendar:

Broadcast

Billing Cycle:

Billing Type:

WEEKLY

Cash

Agency Commission:

15%

Advertiser

Name:

Priority:

Demographic:

Revenue Codes:

Reed, Tom / Republican / Congress

AGY, (POL) Political, (POL) Candidate

A35+

Product Codes:

PL-US House Representative

P04-GB

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

98895 7611AG

00:15:00

Unit Code:

General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
10/03/16	10/09/16	18	\$7,900.00	\$6,715.00		
10/10/16	10/16/16	7	\$3,775.00	\$3,208.75		

Totals

Month	# Spots	Gross Amount	Net Amount	Rating		
October 2016	25	\$11,675.00	\$9,923.75	0.00		
Totals	25	\$11,675.00	\$9,923.75	0.00		

Account Executives

Sales Office Sales Region Start Date / End Date Account Executive Order % Start Of Order - End Of Order 100% Jim Quinn

Order Share Share Total WGRZ \$11,675.00 34% 100% \$34,338.24 Market

Competitive Share	Share	Total
CABL	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WIVB	38%	\$13,048.53
WKBW	16%	\$5,494.12
WNED	0%	\$0.00
WNEQ	0%	\$0.00
WNGS	0%	\$0.00
WNLO	1%	\$343.38
WNYB	0%	\$0.00
WNYO	0%	\$0.00
WUTV	11%	\$3,777.21

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri Rtg Type S	pots	Amount
E 1 WGRZ	10/07/16	10/07/16	NBC Nightly News	s CM	630-7p	F	:30	1	\$625.00P04-(0.00 NM	1	\$625.00
			NBC Nightly News	S							
NULL N	BC NITEL	Y NEWS (LIM						T.		
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/0	3/16	10/09/16	F	1	\$625.00	0.00					
E 3 WGRZ	10/10/16	10/10/16		СМ	430-5a	M	:30	1	\$50.00P04-(0.00 NM	4	\$50.00

Print Date: 09/22/16 09:29:25 Page 2 of 3

WGRZ

Order / Rev: 1277

1277766

Advertiser:

Reed, Tom / Republican / Congress

Alt Order #: Flight Dates:

10/04/16 - 10/10/16

08328179

Product Desc: Estimate: REED FOR CONGRESS

C04C10

Inventory Code Break Start/End Time Len Spots Rate Pri Rtg Type Spots Amount Ln Ch Start End Days Local News (a) 430a M-H (4:30 AM-5:00 AM) 2 Early Daybreak **NULL 2 EARLY DAYBREAK** Rating Start Date End Date Weekdays Spots/Week Rate Week: 10/10/16 10/16/16 \$50.00 0.00 \$625.00P04-(0.00 NM 630-7p :30 \$625.00 E 4 WGRZ 10/10/16 10/10/16 **NBC Nightly News** CM M-----1 **NBC Nightly News NULL NBC NITELY NEWS (LIM** Start Date End Date Weekdays Spots/Week Rate Rating 10/16/16 M----Week: 10/10/16 \$625.00 0.00 :30 \$300.00P04-(0.00 NM \$300.00 E 5 WGRZ 10/10/16 10/10/16 ET 7-730p CM 7-730p (7:00 PM-7:30 PM) **Entertainment Tonight NULL ENTERTAINMENT TONIGH** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/10/16 10/16/16 \$300.00 0.00 M-----E 6 WGRZ 10/10/16 10/10/16 Today Show CM :30 \$300.00P04-(0.00 NM 1 \$300.00 Today Show **Today Show NULL TODAY SHOW** Start Date **End Date** Weekdays Spots/Week Rate Rating M-----Week: 10/10/16 10/16/16 \$300.00 0.00 8p-11p M-----:30 1 \$1,400.00P04-(0.00 NM \$1,400.00 E 7 WGRZ 10/10/16 10/10/16 Mon Prime Other CM Mon Prime Special (8:00 PM-10:00 PM) **NULL THE VOICE** Start Date Spots/Week **End Date** Weekdays Rate Rating 10/16/16 1 \$1,400.00 0.00 Week: 10/10/16 \$400.00 P04-(0.00 NM :30 \$400.00 E 8 WGRZ 10/08/16 10/08/16 Local News @ 6p Sa CM 6p-630p ----5-1 (6:00 PM-6:30 PM) Sat News **NULL CH 2 NEWS AT 6PM** Spots/Week Rating Start Date End Date Weekdays Rate Week: 10/03/16 10/09/16 ----S-\$400.00 0.00 E 9 WGRZ 10/08/16 10/08/16 CM :30 \$225.00 P04-(0.00 NM 1 \$225.00 Today Show Sa 7a-9a ---S-NBC Today Show (Sa) **NULL SATURDAY TODAY SHOW** Spots/Week Weekdays Start Date **End Date** Rate Rating ----S-\$225.00 0.00 Week: 10/03/16 10/09/16 :30 \$250.00 P04-C 0.00 NM E 10 WGRZ 10/09/16 10/09/16 Local News @ 7a Su 7a-8a ----S \$250.00 Daybreak Sunday 7-8a (7:00 AM-8:00 AM) **NULL SUNDAY DAYBREAK** Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 10/03/16 10/09/16 \$250.00 0.00 E 13 WGRZ 10/06/16 10/06/16 Local News @ 430a M-FCM 430-5a ---T---:30 1 \$50.00P04-(0.00 NM 1 \$50.00 2 Early Daybreak (4:30 AM-5:00 AM) **NULL 2 EARLY DAYBREAK** Spots/Week Rating Start Date End Date Weekdays Rate 10/09/16 -T--0.00 \$50.00 Week: 10/03/16 E 14 WGRZ 10/06/16 10/06/16 Local News @ 6p M-F 6p-630p :30 \$550.00P04-C 0.00 NM \$550.00 CM (6:00 PM-6:30 PM) News at 6 **NULL CH 2 NEWS AT 6PM** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/03/16 10/09/16 ---T---\$550.00 0.00 \$300.00P04-(0.00 NM E 15 WGRZ 10/06/16 10/06/16 **Today Show** CM Today Show ---T---:30 1 \$300.00 Today Show (7:00 AM-9:00 AM) **NULL TODAY SHOW** Start Date **End Date** Weekdays Spots/Week Rate Rating ---T---Week: 10/03/16 10/09/16 \$300.00 0.00 -T----E 16 WGRZ 10/04/16 10/04/16 Local News @ 430a M-FCM 430-5a :30 1 \$50.00P04-(0.00 NM \$50.00 2 Early Daybreak (4:30 AM-5:00 AM) **NULL 2 EARLY DAYBREAK** Start Date End Date Weekdays Spots/Week Rate Rating 10/09/16 -T----\$50.00 0.00 Week: 10/03/16 E 17 WGRZ 10/04/16 10/04/16 \$300.00P04-(0.00 NM \$300.00 CM Today Show -T----:30 1

Print Date: 09/22/16 09:29:25 Page 3 of 3

Order / Rev:

1277766

Advertiser:

Reed, Tom / Republican / Congress

08328179

Product Desc:

REED FOR CONGRESS

WGRZ

Alt Order #: Flight Dates;

10/04/16 - 10/10/16

Estimate:

C04C10

				_								
Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			Today Show									
-	ODAY S	HOW End Date	Weekdays	Spots/Week	Rate	Rating				Ī	ř	
Week: 10		10/09/16	-T	<u>Spois/vveek</u>	\$300.00	0,00						
E 18 WGRZ	10/05/1	6 10/05/16	Local News @ 43		430-5a	W	:30	1	\$50.00P04	-(0.00 NM	1	\$50.00
NULL 2	EARLY	DAYBREAK	2 Early Daybreak		(4:30 AM-5:	00 AM)						
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/09/16	W	1	\$50.00	0.00	-00		#200 00 DO 4	(0 00 101		#000 00
E 19 WGRZ	. 10/05/1	6 10/05/16	Entertainment To	CM night	7-730p (7:00 PM-7:	W 30 PM)	:30	1	\$300.00P04	-C U.UU INIVI	1	\$300.00
		INMENT TO	NIGH			ŕ						
<u>Sta</u> Week: 10	ort Date /03/16	End Date 10/09/16	Weekdays w	Spots/Week	Rate \$300.00	Rating 0.00						
E 20 WGRZ			Wed Prime A	СМ	8p-9p	W	:30	1	\$1,125.00P04	-(0.00 NM	1	\$1,125.00
NULL 5	DI INDED	ΩT	Wed Prime A		(8:00 PM-9:	00 PM)						
	BLINDSPort Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/09/16	W		\$1,125.00	0.00						
N24 WGRZ	10/05/1	6 10/05/16	Local News @ 6p News at 6	M-F CM	6p-630p	W	:30	1	\$550.00P04-	-(0.00 NM	1	\$550.00
NULL (CH 2 NEV	VS AT 6PM	News at 6									
N25 WGRZ	10/07/1	6 10/07/16	Local News @ 6p	M-F CM	6p-630p	F	:30	1	\$550,00P04	-(0.00 NM	1	\$550.00
NULL C	CH 2 NEV	VS AT 6PM	News at 6									
N26 WGRZ			Local News @ 6p	M-F CM	6p-630p	M	:30	1	\$550.00P04-	-C 0.00 NM	1	\$550.00
			News at 6		op 000p		27		V			********
	CH 2 NEV art Date	VS AT 6PM End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/16/16	M	1	\$550.00	0.00						
N 27 WGRZ	10/10/1	6 10/10/16	Local News @ 6p	M-F CM	6p-630p	M	:30	1	\$550,00P04	-C 0.00 NM	1	\$550.00
NULL (CH 2 NEV	VS AT 6PM	News at 6									
Sta	art Date	End Date	Weekdays	Spots/Week		Rating						
Week: 10		10/16/16	M	M.E. CM	\$550.00	0.00	120	- 1	\$550 00 DO4	(0 00 NM	4	¢550.00
N 28 WGRZ	. 10/06/1	6 10/06/16	Local News @ 6p News at 6	IM-F CIM	6p-630p		:30	1	\$550.00P04-	-C U.OU INIVI	1	\$550.00
		VS AT 6PM	a and the action of the state o									
<u>Sta</u> Week: 10	art Date /03/16	End Date 10/09/16	<u>Weekdays</u> T	Spots/Week	<u>Rate</u> \$550.00	Rating 0.00						
N 29 WGRZ			Local News @ 6p	M-F CM	6p-630p	W	:30	1	\$550.00P04-	-(0.00 NM	1	\$550.00
AU II I Z	CU 2 NEV	VC AT COM	News at 6									
	בח בוא⊏ע art Date	VS AT 6PM End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/09/16	W	1	\$550.00	0.00						
N 30 WGRZ	10/05/1	6 10/05/16	NBC Nightly New NBC Nightly New		630-7p	W	:30	1	\$625.00P04-	-(0.00 NM	1	\$625.00
NULL CH 2 NEWS AT 6PM		NDC NIGHTLY NEW	13									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10 N31 WGRZ		6 10/04/16	W Prime Political Pr	ogram CM	\$625.00 Prime Politi	0.00 cal Pro -T	:30	1	\$850.00P04-	-(0 00 NM	1	\$850.00
NOT WORK	. 10/04/1	0 10/04/10	Prime Political Pr	-	, mine i oilti	oui i i o i	450	,	φυσυ.συτ σ4-	1 0.00 THM	'	ψ050.00
	art Date	End Date	Weekdays	Spots/Week		Rating						
Week: 10	/03/16	10/09/16	-T	1	\$850.00	0.00						